Print Date 10/09/12 17:09:53

ORDER

Orders Order / Rev: 37542 Alt Order #: 08878962 Product Desc: OBAMA/P/D Estimate: 2002

> Flight Dates: 10/09/12 - 10/15/12 Original Date / Rev: 10/08/12 / 10/08/12

Order Type: **GENERAL**

KLAS Primary AE:

Sales Office:

Sales Region:

Mike Jones

K-WAS National

Agency

Name:

Buying Contact:

Billing Contact:

1010 Wisconsin Ave NW

Washington, DC 20007

AGY, POL, CAND

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

15%

00:15:00

Cash

Broadcast

EOM/EOC

Advertiser

Name:

Priority:

A35+

P01

LV2

GMMB

Demographic: Product Codes:

Revenue Codes:

Obama, Barack D-President

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Spots Gross Amount Net Amount End Date Start Date 10/15/12 15 \$29,950.00 \$25,457.50 10/01/12

Totals

Month	# Spots	Gross Amount	Net Amount	Rating 0.00	
October 2012	15	\$29,950.00	\$25,457.50		
Totals	15	\$29,950.00	\$25,457.50	0.00	

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %	
Mike Jones			Start Of Order - End Of Order	100%	

Order Share	Share	Total
KLAS	30%	\$29,950.00
Market	100%	\$99,833.33

Competitive Share	Share	Total		
CABLE	0%	\$0.00		
KBLR	0%	\$0.00		
KFBT	0%	\$0.00		
KINC	0%	\$0.00		
KTNV	25%	\$24,958.33		
KTUD	0%	\$0.00		
KVBC	0%	\$0.00		
KVVU	5%	\$4,991.67		
KVWB	0%	\$0.00		
LV1	0%	\$0.00		
UNKWN	0%	\$0.00		

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
E 1	8	10/09/12	10/15/12	CBS This Morning	g 7-9a CM	7-9a	MTWTF	:30	1	\$135.00LV4	0.00 NM	1	\$135.00
				CBS This Mornin	g						1		
	CBS TH	IIS MORN	NG								- 1		
	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating				1		
W	eek: 10/	09/12	10/15/12	MTWTF	1	\$135.00	0.00						
E 2	8	10/13/12	10/13/12	CBS Early Show	- Sat. CM	5-7a	S-	:30	1	\$335.00LV1	0.00 NM	1	\$335.00
				CBS Early Show	- Sat.								

Print Date: 10/09/12 17:09:53 Page 2 of 3

KLAS

Order / Rev:

37542

Advertiser:

Obama, Barack D-President

Alt Order #:

08878962

Product Desc:

OBAMA/P/D

Flight Dates:

10/09/12 - 10/15/12

Estimate:

2002

Ln Ch Start End CBS THIS MORNING SATU	•	Start/End	Time Days	Len S	Spots	Rate Pri	Rtg Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays Spots/Week	<u>Rate</u> \$335.00	Rating 0.00						
E 3 8 10/14/12 10/14/12	8 News Now Sun AM #CM 8 News Now Sun AM #1	8 News Now	V Sun AS	:30	1	\$525.00LV1	0.00 NM	1	\$525.00
NEWS		D-4-	Dation						
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays Spots/Week	<u>Rate</u> \$525.00	Rating 0.00						
E 4 8 10/09/12 10/15/12	2 1230-2p Soaps/ LMAD CM Soaps / Let's Make A Deal	1230-2p	MTWTF	:30	1	\$1,315.00LV	0.00 NM	1	\$1,315.00
LET'S MAKE A DEAL	,	D-1-	Detien						
<u>Start Date</u> <u>End Date</u> Week: 10/09/12 10/15/12	Weekdays Spots/Week MTWTF 1	<u>Rate</u> \$1,315.00	Rating 0.00						
E 5 8 10/15/12 10/15/12	P The Talk 2-3P CM The Talk	2-3p	M	:30	1	\$1,315.00LV	0.00 NM	1	\$1,315.00
THE TALK								Ì	
<u>Start Date</u> <u>End Date</u> Week: 10/09/12 10/15/12	Weekdays Spots/Week M 1	<u>Rate</u> \$1,315.00	Rating 0.00			_			
E 6 8 10/09/12 10/15/12	P. Ellen CM Ellen	3-4p	MTWTF	:30	1	\$300.00LV	4 0.00 NM	1	\$300.00
ELLEN									
<u>Start Date</u> <u>End Date</u> Week: 10/09/12 10/15/12	<u>Weekdays</u> <u>Spots/Week</u> MTWTF 1	<u>Rate</u> \$300.00	Rating 0.00						
E 7 8 10/15/12 10/15/12	Mon 10-11p CM Hawaii Five-O	10-11p	M	:30	1	\$9,000.00LV	0.00 NM	1	\$9,000.00
HAWAII FIVE-0								1	
<u>Start Date</u> <u>End Date</u> Week: 10/15/12 10/21/12	Weekdays Spots/Week	Rate \$9,000.00	Rating 0.00						
E 8 8 10/13/12 10/13/12	Sat 1235-135a DaVinci I6M	12.35a-1.35		:30	1	\$175.00LV	0.00 NM	1	\$175.00
DAVINCI	Da Vinci Inquest	(12:35 XM-1	:35 XM)						
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays Spots/Week	<u>Rate</u> \$175.00	Rating 0.00						
E 9 8 10/11/12 10/11/12	•	9-10p	T	:30	1	\$9,450.00LV	0.00 NM	1	\$9,450.00
Big Bang/ 2.5 Men	Big Bang / Two 1/2 Men								
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays Spots/Week	<u>Rate</u> \$9,450.00	Rating 0.00						
E 10 8 10/13/12 10/13/12	! Sat 10-11p CM	10-11P	S-	:30	1	\$900.00LV2	2 0.00 NM	1	\$900.00
48 HOURS MYSTERY	48 Hours Mystery								
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays Spots/Week		Rating 0.00						
	8 News Now 11p M-F CM	11-1135p	MTWTF	:30	1	\$500.00LV3	3 0.00 NM	1	\$500.00
8 NEWS NOW AT 11PM	8 News Now 11p M-F								
<u>Start Date</u> <u>End Date</u> Week: 10/09/12 10/15/12	Weekdays Spots/Week	<u>Rate</u> \$500.00	Rating 0.00						
	8 News Now 11p Sa/SuCM	11-1135P	SS	:30	1	\$400.00LV2	2 0.00 NM	1	\$400.00
8 NEWS NOW AT 11PM-W	8 News Now Sa/Su 11p KND								
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays Spots/Week	<u>Rate</u> \$400.00	Rating 0.00						
N 14 8 10/12/12 10/12/12	Pri 8-9p CM	8-9p	F	:30	1	\$5,500.00LV1	0.00 NM	1	\$5,500.00
Start Date End Date	CSI: NY Weekdays Spots/Week	<u>Rate</u>	Rating						
Week: 10/08/12 10/14/12	F 1	\$5,500.00	0.00			424.277		_	.
N15 8 10/09/12 10/12/12	8 News Now 4-5a CM 8 News Now 4-5a	4-5a	-TWTF	:30	2	\$50.00LV2	2 0.00 NM	2	\$100.00
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays Spots/Week -TWTF 2	<u>Rate</u> \$50.00	Rating 0.00						
	2	930.00	0.00						

Print Date: 10/09/12 17:09:53 Page 3 of 3

KLAS

Order / Rev:

37542

Start

Advertiser:

Break Start/End Time Days

Obama, Barack D-President

Len Spots

Alt Order #: Flight Dates:

Ln Ch

08878962

End

10/09/12 - 10/15/12

Inventory Code

OBAMA/P/D Product Desc:

Estimate:

2002

Rate Pri Rtg Type Spots Amount

> Totals 15 \$29,950.00